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2025

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Reach attorneys in print and online

Advokaatti is a professional journalistic publication published by the Finnish Bar Association. The print magazine is published four times a year and reaches a broad audience among Finland's approximately 2,500 attorneys-at-law. **Advokaatti.fi** serves legal professionals throughout the year.

Seven out of ten attorneys say they read Advokaatti

Our readers are highly educated, have strong purchasing power and are predominantly entrepreneurs: approximately 60% of attorneys run their own businesses. Advokaatti also reaches other lawyers and staff at law firms, as well as professionals in the justice system, business and the media.

approx.

70%

of attorneys read Advokaatti.*

35,000

page views on Advokaatti.fi per year.**

30,000

active users on Advokaatti.fi per year.**

* Finnish Bar Association survey of attorneys, 2025.
** Google Analytics 4, 9 Sep 2025–8 Sep 2026. Active users increased by 38% and page views by 30% compared with the previous 12-month period.

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Annual agreement covering all 2027 issues

-25%

Advertising packages 2027



€1,400 **€1,800** **€2,000** **€2,200**

Recruitment advertisements, inserts and other special formats are priced separately. Contact us for a quote!

Media information 2027

PUBLISHER

Finnish Bar Association
P.O. Box 194
FI-00101 Helsinki, Finland
Street address: Mikonkatu 25
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www.asianajajat.fi

PRINT RUN

Approximately 2,850 copies

ONLINE MAGAZINE

advokaatti.fi

ADVERTISING SALES & MATERIALS

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PRINTING

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PRINT SPECIFICATIONS

Page size: 205 × 265 mm
Bleed: 3 mm
Image resolution: 300 ppi
File format: Print-ready PDF
Colour profile:
PSO_Uncoated_ISO12647_bas.ICC
Printing: Offset on uncoated paper

ONLINE ADVERTISING

Placement	Desktop	Mobile
Homepage	1128 × 140 px	648 × 648 px
Article pages	600 × 300 px	600 × 300 px

Please supply three files: desktop and mobile versions for the homepage, plus one file for article pages. The same 600 × 300 px file is used on article pages for desktop and mobile.

- File format: JPG or PNG
- Include the destination URL.

PUBLICATION SCHEDULE & DEADLINES 2027

Issue	Booking	Materials	Published	Online until
1/27	29 Jan	11 Feb	1 Mar	Issue 2/27
2/27	7 May	20 May	7 Jun	Issue 3/27
3/27	27 Aug	9 Sep	27 Sep	Issue 4/27
4/27	29 Oct	11 Nov	29 Nov	Issue 1/28

Need help designing or adapting your advertisements?

We're happy to help. Contact us for a quote for ad production.

Advokaatti is a member of the Finnish Periodical Publishers' Association (Aikakausmedia). The magazine is outside the scope of VAT. Cancellations must be made by the booking deadline. Any complaints must be submitted in writing within 14 days of publication.